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Nota di contenuto	1. Setting the stage -- 2. Walking the talk: avoiding greenwash -- 3. Stakeholder communication: integrated and strategic -- 4. Issues and crisis communication: expecting the unexpected -- 5. Communicating through institutional documents: vision, mission, and codes of conduct -- 6. Sustainability reporting: gateway to transparency -- 7. Cause-related marketing & social marketing -- 8. Nonverbal stakeholder communication -- 9. Stakeholder communication online -- References -- Index.
Sommario/riassunto	Communication in Responsible Business sets the stage for social, environmental, and ethical business. These topics have risen to the forefront for many businesses and communication of them has become crucial to business success. This book offers an extensive toolbox of the most effective instruments for communicating social, environmental, and ethical business to a variety of stakeholders. Each chapter covers specific situations for communicating responsible business. We provide examples of social and cause-related marketing, sustainability reporting, issues-and crisis communication, the use of vision, mission statements and codes, and web-based stakeholder communication. The book gives practitioners hands-on concepts and actual illustrations. Chapter cases provide rich practical coverage and

translate concepts to solutions for day-to-day business realities.
